
NAZNEEN ANSARI

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Career Objective:

A resourceful individual with a proven track record in implementing successful marketing strategies, Google Analytic, Affiliate marketing, Influence Marketing, Campaign Management.

A highly creative thinker and result focused individual with a strong understanding of traditional and digital marketing desires to work as an Online Marketing Manager. Seek a position in Digital marketing to maximize brand awareness and revenue through integrated marketing communications.

Work Experience:

Manager- Affiliate Marketing at Investors Clinic Pvt. Ltd.(Viricyate Tech)

Duration: Nov'2020 to Present

Responsibilities:

- Familiarity with affiliate marketing networks and search engine marketing
- Maintaining and developing affiliate marketing programs, recruiting new affiliate partners
- proven record in negotiation and management of online media campaigns
- knowledge in ad-serving technologies excellent time management
- monitoring affiliate practices negotiating and evaluating affiliate advertising agreements
- maintaining relationships with affiliates and partners
- regularly monitoring campaign performance, compiling and submitting campaign performance reports
- providing monthly invoices to affiliate partners and handling the buying
- Provided assistance in online campaigns and online marketing strategy execution.
- Participated in market research analysis for determination of commerce trends.
- Analyzed and reported latest industry trends for business implications.
- Prepared and updated report templates as per client requirements.
- Designed and developed integrated marketing solutions for clients and channels.
- Analyzed and documented market place and technologies within various industries.
- Conducted daily attribution analysis and designed rule based protocols.
- Suggested improvements for tracking, reporting and analysis of performance.
- Search Engine Marketing (Google, Yahoo, Bing etc.) with a focus on direct response campaigns. [CPA, CPL]
- renegotiation of rates, renewing or canceling media placements and other adverting programs.
- Developing plans and value added solutions designed to assure achievement of agreed to the volume, market share and profit objectives.

Business Development Manager at Square-yards Consulting- Dubai

Duration: Feb'2019 to Feb'20

Responsibilities:

- Developing relationships with key decision-makers in target organizations for business development.
- Interfacing with clients for suggesting the most viable product range and cultivating relations with them for securing repeat business.
- Managing activities pertaining to negotiating / finalization of deals for smooth execution of sales.
- Planning and directing the marketing efforts towards improving brand equity.
- Developing promotional campaigns around major product launches.
- Initiating and implementing process / procedure changes/improvements and ensuring optimal utilization of the available resources.
- Extremely effective business networking.
- Conceptualizing and implementing competent strategies, processes and policies for regional operations & ensuring that the requisite changes are made as and when required.
- Developing plans and value added solutions designed to assure achievement of agreed to the volume, market share and profit objectives.
- Conceptualizing & implementing development strategies for acquiring business from clients and effectively using existing accounts.
- Analyzing latest marketing trends and tracking competitors' activities and providing valuable inputs for fine tuning sales & marketing strategies.
- Leading, training & monitoring the performance of team members to ensure efficiency in service operations and meeting of individual & group targets.
- Creating and sustaining a dynamic environment that fosters career development opportunities and motivates high performance amongst team members.

Key Account Manager at Monster.com India Pvt. Ltd.

Duration: June'2018 to Jan'19

Responsibilities:

- Selling ad space on Monster.com website to leading companies
- Handling Email Marketing, Performance Marketing, Publisher Management, Digital Ad Sales
- Hands on experience on Salesforce.com, Hasoffer, Affise.com and Cake.com Platforms
- Search Engine Marketing (Google, Yahoo!, Bing etc.) with a focus on direct response campaigns.
- [CPA, CPL]
- Handling Metasearch engines list, Google Hotels Ads, Trip Advisor, Hotels Combined, Skyscanner, Kayak
- Integration travel search engines and/or affiliate codes, website creation free on WordPress
- Propose apt solutions based on client requirement for Branding and Advertisements.
- Interaction with senior management in the client organizations & present Monster's products & services
- Manage complex sales situations & acquire new clients based on "value based selling".
- Manage collections and accounts receivables.
- Manage Programmatic Advertising (RTB)
- Getting business through Performance Marketing as well
- Work on Product Listing & Category Management
- Doing Competitive Analysis, Campaign Analysis & Data Research to get the best results
- Work on Account Strategy and Media Plans in sync with the objectives of the upcoming campaigns.
- Pitching-in for incremental opportunities (Up-Sell & Cross-Sell) through sharing simulation curves of the campaigns' performance data.
- Define clients' business needs and identify areas of opportunity to increase account growth and drive revenue.

- Provide client recommendations in order to include – RTB, Display (re-) targeting, mobile, social, creative, and analytic.
- Manage multiple client engagements simultaneously.
- Track, measure, and revise campaigns based on rigorous data analysis to further optimize ROI on spending and ensure growth in traffic, conversions and revenues.
- Campaign builds, Audits, Performance Analysis, Optimization and recommendations on including / excluding audiences / genres / creative etc.

Key Account Manager(Brand & Performance Marketing) at Trootrak Media Pvt. Ltd.

Duration: Oct'2013 to Feb'2018

Responsibilities:

- Manage and oversee the organization's e-commerce, lead & Travel business efforts
- Developed and drove projects/campaigns for assigned brands, like Tui Travel, Askmebazaar, Shopclues, Singapore Airlines, Qatar Airways, Yatra & many more with the ability to pursue and persuade clients on new planning approaches/innovation.
- Head the planning and execution of the marketing strategies to promote services to online customers as also work with key partners for implementation planning & negotiations
- Conducting business to business transactions through an internet website & client's market position
- Interact with the high officials on the design and implementation of website marketing plans & present the implementation of ideas to clients across different platform
- Prepare and demonstrate presentations of various marketing strategies & KPI's and recommend/develop methodology against brief
- Co-operate with the web developers to make necessary changes in the website if necessary
- Ensure projects or campaigns are working fine on the based on agreed KPI's and company's efficiency.
- Interview and recruit new marketing executives and educate them about the company policies & facilitate across team for learning & knowledge sharing
- Develop & build a strong relationship with clients & try to be the trusted person for their accounts requirements
- Allocate work to the marketing executives and supervise them & work with internal team & resources for company growth
- See to it that all the online transactions are carried out according to the rules decided by the government
- Doing competitive analysis time to time to increase the number of sales.
- Preparing validations & invoices with the Merchants & Affiliates.
- Analyze affiliate performance on a weekly, monthly, yearly basis, develop key metrics and shared the same with affiliates.
- Recruiting top level affiliates with high levels of relevant traffic (through Alexa, PR, Compete) from Google. Negotiate commissioned travel deals with high-end Affiliates
- Updating them with new campaigns, offer promotions, ad copies, website optimization suggestions and etc.
- Helping key affiliates to maximize their earnings and incentivize them to deliver more
- Handling webtools master

Sales Manager at Just Dial Ltd.: Duration: October 2009- August 2013

Responsibilities:

- Selling Commercial Packages.
- Helping people who are looking for Business Growth & Branding in their budget.
- Selling packages like High to Low/Average value packages..
- Giving consultation about the Commercial Projects for investment & business profit.
- Help them to invest their money in suitable projects.
- Update them about profitability, market research & competitive analysis.
- New business acquisitions, integration & collaboration

Internship at Citi Bank: Duration: August 2008-October 2009

Education:

Pursuing MBA from ICFAI University	Started in 2018
BA (Pass) from Delhi University	2009
12 th from C.B.S.E Board	2006
10 th from C.B.S.E Board	2004

Personal Details:

Father's Name: Mr. Mansoor Ansari

Date of Birth : May 1, 1989

Gender : Female

Marital Status: Unmarried

Nationality : Indian

Declaration: I hereby declare that the above details are true to the best of my knowledge and that I'll do my best for the good of the organization.

